KPFK 90.7 MC FM

JUNE 26, 1960

A TASTE OF FRESH AIR

TRAVINSKY/ CARL SANDBURG/ STEVE ALLEN/ALDOUS HUXLEY/ROBERT RYAN/STAN FREBERG

To Begin . . .

June 26th will be no ordinary day for KPFK listeners. That's because June 26th will be no ordinary day for KPFK. You see, KPFK is kind of in trouble, financially. The studios are pretty rickety. The roof leaks. They need chairs and door knobs. There are bills to pay. What they need is money. This money usually comes in dribbles and drabbles. Here a subscription . . . there a contribution. Nothing though to make you shinny up the transmitter and shout, "Bonanza." With these meager funds, poor KPFK has managed to bring to the Southern California Community . . . exasperatingly creative radio. In spite of the leaky roof. The fact is, not enough people have come through with subscriptions. You know who you are. We are distressed to report that of the entire thinking population in this community, a scant 7,000 or so FM homes have subscribed to non-commercial radio. Sad but true. Yet there is hope.

On June 26th, KPFK will devote its entire broadcasting day to "A TASTE OF FRESH AIR." It will be a little smattering of everything you are likely not to hear on any other radio station. All of a sudden interested members of your community, many famous, will come before KPFK microphones with their talents, opinions, secrets. They will perform, amuse, inform, enlighten, josh, horse and entertain. They will do such things as you've never imagined. They will ask you to subscribe. They will implore you to help keep this kind of non-commercial radio alive. It will be a treat. Now then. We must confess that as this pamphlet goes to press, nothing is really for sure. There are so many wild things and elusive people yet to be firmed up. We ask you to understand. At the last minute Fidel Castro may ask for equal time, and we will give it to him. Genghis Khan may arise from the dead and ask to tap dance. Oh, anything may happen.

But just so's you'll have some sort of an idea to go on; we'll tell you some of the things . . . not all, mind you . . . just some of the things you may hear.

12 noon to 2

Our first of many celebrated staff announcers, JAMES MASON, will introduce an Entertainment Panel consisting of such theatrical luminaries as ROD SERLING, JACK LEMMON and others . . . moderated by GENE MARINE, KPFK's program director. It is possible that these gentlemen will touch on the subject of censorship.

You will hear LEOPOLD STOKOWSKY in an exclusive interview with KPFK Music Director, DR. ROBERT TROTTER.

MR. MASON will intrigue us with some original recordings from his private collection of tapes.

An informal and intimate evening at home with NOR-

(KINDLY CUT OUT THIS COUPON, NEATLY NOW, ALONG THE DOTTED LEAKY ROOF)

KPFK
5636 Melrose Avenue
Los Angeles 38, California

Gentlemen:

I think you have a good thing going there in KPFK. That's why I would like to do my bit and help you stay on the air. So I am going to subscribe to your little Folio which it is my understanding that I will receive twice a month for a year. Enclosed you will find my remittance in the amount of twelve (12) dollars. I might just make it more though. We'll see.*

KPFK
5636 Melrose Avenue, Los Angeles 38, California

NAME.....ENCLOSED IS $.....

ADDRESS .....

CITY..... ZONE.....

*Contributions (above $12.00) and bequests to KPFK are tax deductible.

MAN CORWIN and CARL SANDBURG. Ballads, verse and comments on public affairs.

Representative of the kind of aggressive Public Affairs Programming which never ducks a controversial issue or an unpopular view . . . you will hear some exciting moments from some of KPFK's finest program segments. Bold public affairs statements — outstanding, and outspoken.

There will be some surprises too.

2 to 4

Here we will go behind the scenes as the KPFK remote unit takes you to Royce Hall for a rare taping of an IGOR STRAVINSKY rehearsal.

MARSHA HUNT will staff announce.

You will hear comedy commercial writers KEN SULLET and ALAN BARZMAN soft-selling KPFK.

ALDOUS HUXLEY will drop in and introduce a dramatic presentation of "BRAVE NEW WORLD"

following which
There will be a riot.

DR. FRANK BAXTER, noted KPFK staff announcer, will conduct an informal interview with MR. HUXLEY.

You will hear THEO BIKEL.
More surprises.

4 to 6

Now you must think about dinner. It's best if you don't eat. But if you must, send out for Chinese food. RAY BRADBURY reads one of his most famous stories.

Now comes the Children's Hour.

JAMES MASON will return to read from THE PIED PIPER.

EDWARD EVERETT HORTON reads from THURBER. LAURA OLSHER, KPFK Director of Children's programs, reads from the THE HOUSE AT POOH CORNERS.

For the men only in our kiddies audience, BARBARA NICHOLS reads Tom Swift. We understand that Miss Nichols will do selections from TOM SWIFT AND HIS MOTOR CYCLE.

Someone may canoe on radio.

PETE SEEGER will probably sit on the floor and sing folk songs for half an hour.

Then there will be fried shrimp.

MR. NORMAN CORWIN will return to introduce "THE UNDECIDED MOLECULE," one of his finest satirical verse plays, featuring GROUCHO MARX, VINCENT PRICE, KEENAN WYNN, SYLVIA SYDNEY and ROBERT BENCHLEY.

For the Shakespeare buffs, MR. VINCENT PRICE will encore with selected readings from Henry V.

Someone may ask you for money.

6 to 8

"IS ADVERTISING ABSOLUTELY NECESSARY?" A panel featuring STAN FREBERG of Freberg, Ltd., BUD STEFAN of BBD&O, TED FACTOR of Doyle, Dane & Bernbach and DR. ABRAHAM KAPLAN of UCLA, and moderator KEN SULLET of Carson/Roberts, will

mull this question in a heated symposium no other station would dare to program.

There will be a fist fight and other surprises.

The dean of west coast composers, MARIO CASTELNUOVO-TEDESCO, will play some of his works, never before broadcast.

MR. ROBERT RYAN will give a first broadcast reading of a provocative NORMAN CORWIN poem.

MR. ALAN JAY LERNER will be on hand to present a revealing description of how he went about writing "My Fair Lady."

MR. MORT SAHL will be there.

8 to 10

By now we hope we will be able to tell you how many new subscriptions we have received . . . sort of like they do on Telethons.

We will ask for more though . . . no matter how many we get.

We will make you feel chintzy if you haven't yet come across.

Then you will hear STEVE ALLEN's much talked of "MEETING OF THE MINDS." Banned by the networks, it brings together a panel including Aristotle, Hegel, Freud, Dostoevski, Montaigne and Clarence Darrow for a discussion of "Punishment." The players: ROSS MARTIN, ROBERT ELLENSTEIN, LAWRENCE DOBKIN, DAWES BUTLER, BYRON KANE and SHEP MENKIN. Directed expressly for KPFK by MIKE KANE. MR. ALLEN, of course, will be on hand to introduce it.

It is also likely that you will hear a rare COMEDY PANEL featuring some of the best known entertainers, including GROUCHO MARX, CARL REINER, STEVE ALLEN, ROBERT YOUNG, GEORGE FENNEMAN and CECIL SMITH.

There will be something we can't tell you about yet.

There will be ballons.

10 to 12 am

There will be JAZZ AT THE PACIFICA FOUNDATION. Recorded expressly for KPFK's "A TASTE OF FRESH AIR." BUDDY COLLETTE, PETE CANDOLI, TERRY GIIBBS, PAUL HORN, PETE JOLLY, RICHIE KAMUCA, SHELLY MANNE and LEROY VINNEGAR.

There will be a secret thing.

MARIE WILSON will read Juliet from Romeo.

There will be Gospel singing by the GOSPEL PEARLS. Russian Folk Songs direct from Radio You Know What.

By this time it should be midnight, but if it isn't—no matter.

Surprises, confetti, handshaking, fond adieus, totaling up, tears, espirit de corps.

Mind you! Everything is subject to rearrangement.* But no matter what. If you listen to KPFK you won't be disappointed. If you subscribe to KPFK, neither will we.

*Consult your Sunday Radio-TV Section though, for accurate program listings.

PACIFICA FOUNDATION

5636 MELROSE AVENUE, LOS ANGELES 38, CALIF.

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